

1 ABSTRACT

2 The disclosed methods and apparatus relate generally to the
3 electronics media industry, such as cable television (CATV), home
4 shopping services, on-line computer services and computer memory
5 applications. These methods and apparatus allow a user to access
6 and make use of electronic media input and output devices by
7 reference to and/or utilization of standard printed matter, such
8 as magazines, textbooks, or any other printed matter that can be
9 correlated to electronic media.